

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



1.46

HOME WAS NEVER LIKE THIS

C762

NETWORK: NBC

DATE: October 7, 1944

ORIGIN: WRC

TIME: 12:15-12:30 PM- EWT

(Produced by the Office of Distribution of the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of this program...presented for more than eleven years in the interest of consumers.)

\*\*\*\*\*O\*\*\*\*\*

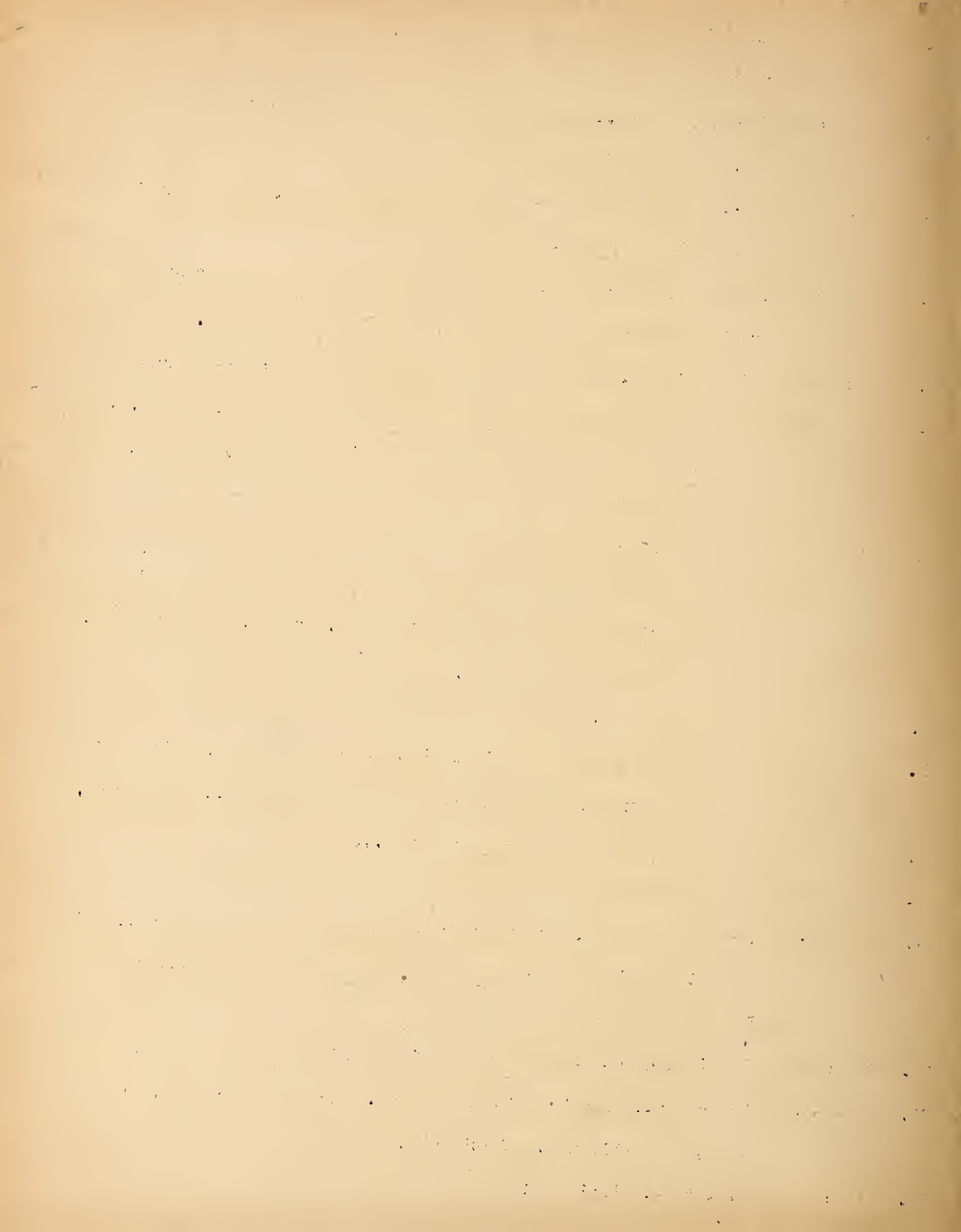
1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER....CLOSE DRAWER.
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.  

LIBRARY  
COMM. REC'D  
AUG 27 1945  
U.S. DEPARTMENT OF AGRICULTURE

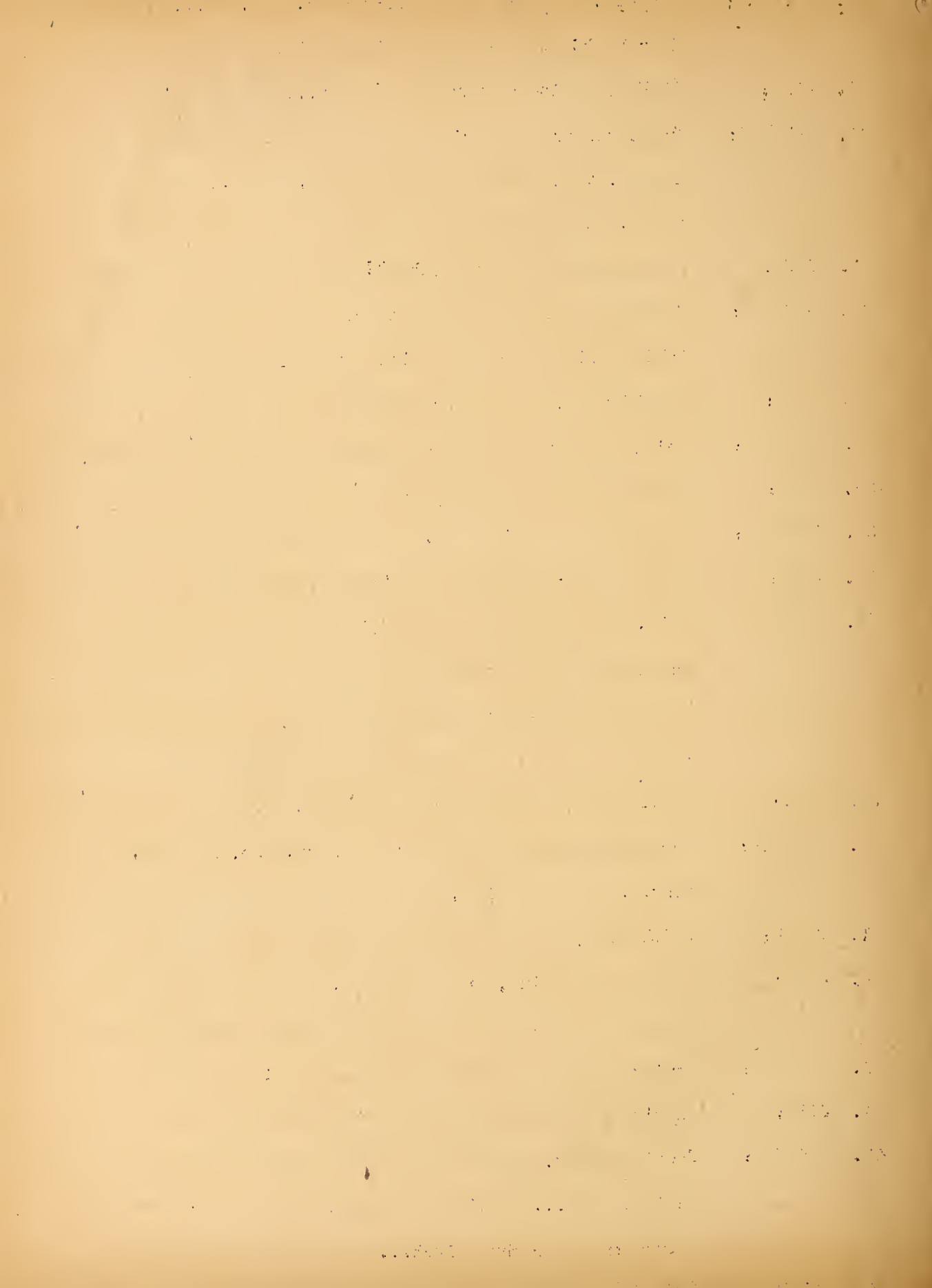
Well, today we're going to tell the story of your house...the kind of house Americans will be building after the war. Perhaps we'll window-shop a bit, too...catch a glimpse of what might be, if all the wonderful new inventions should come practical and true. Right now, I believe I see Mrs. Freyman, intently watching Johnny, as he's (FADING) busily engaged in some sort of outdoor carpentry....
5. SOUND: (INTERMITTENT HAMMERING)
6. JOHN: Ouch! Right on the thumb! Zowie...I couldn't hit a barn door... (ETC.)...(HAMMERING OUT)
7. FREYMAN: Johnny, what's the idea of this sudden burst of energy, anyhow! Sawing and hammering and...
8. JOHN: Don't you think it's time I'm mending my shutters?
9. FREYMAN: They do look a little gee-gaw...
10. JOHN: They'll never last another winter, flapping against the sides of the house.



11. SOUND: (HAMMERING RESUMES)
12. JOHN: (GRUNTS WITH EACH STROKE AS HE TALKS) I've got so much to do to  
this house before winter...
13. FREYMAN: Oh well, Johnny...it won't be long. You'll soon have a brand  
new, streamlined house.
14. JOHN: Hey...what do I want with anything streamlined? This shape house  
is all right with me.
15. FREYMAN: (DREAMILY) Oh Johnny, I can just see it now. Lots of glass  
bricks and chormium...and electric eyes to open doors.
16. JOHN: Wait a minute. Who's ever going to build a house like that?
17. FREYMAN: (STILL DREAMING) That's the kind of house I'd love, Johnny...oh  
I can just shut my eyes and see it now! (SUDDENLY) Johnny, do  
you want to visit my new house with me?
18. JOHN: What new house?
19. FREYMAN: My dream house...the kind of house lots of people <sup>want to</sup> will/be build-  
ing after the war. Put down your hammer, Johnny. Come with me.  
I want to show you something.
20. JOHN: For Pete's sake...
21. FREYMAN: Look now...look at your little house. Just a plain, white  
shingled cottage...a simple sort of everyday house...but Johnny.
22. JOHN: Now what? Of course I see my house...
23. SOUND: (CYMBAL.....LONG REVERBERATION)
24. FREYMAN: Look again! See...just imagine. It has a new glass front...all  
glass! That's for the sun to come in all winter long....and keep  
the house warm.
25. JOHN: Yeah? What about when it snows? What keeps me warm then?
26. FREYMAN: Oh Johnny...they have it worked out. Now don't criticize. I want  
you to see this now...that's all.
27. JOHN: O.K. then. Let's go!



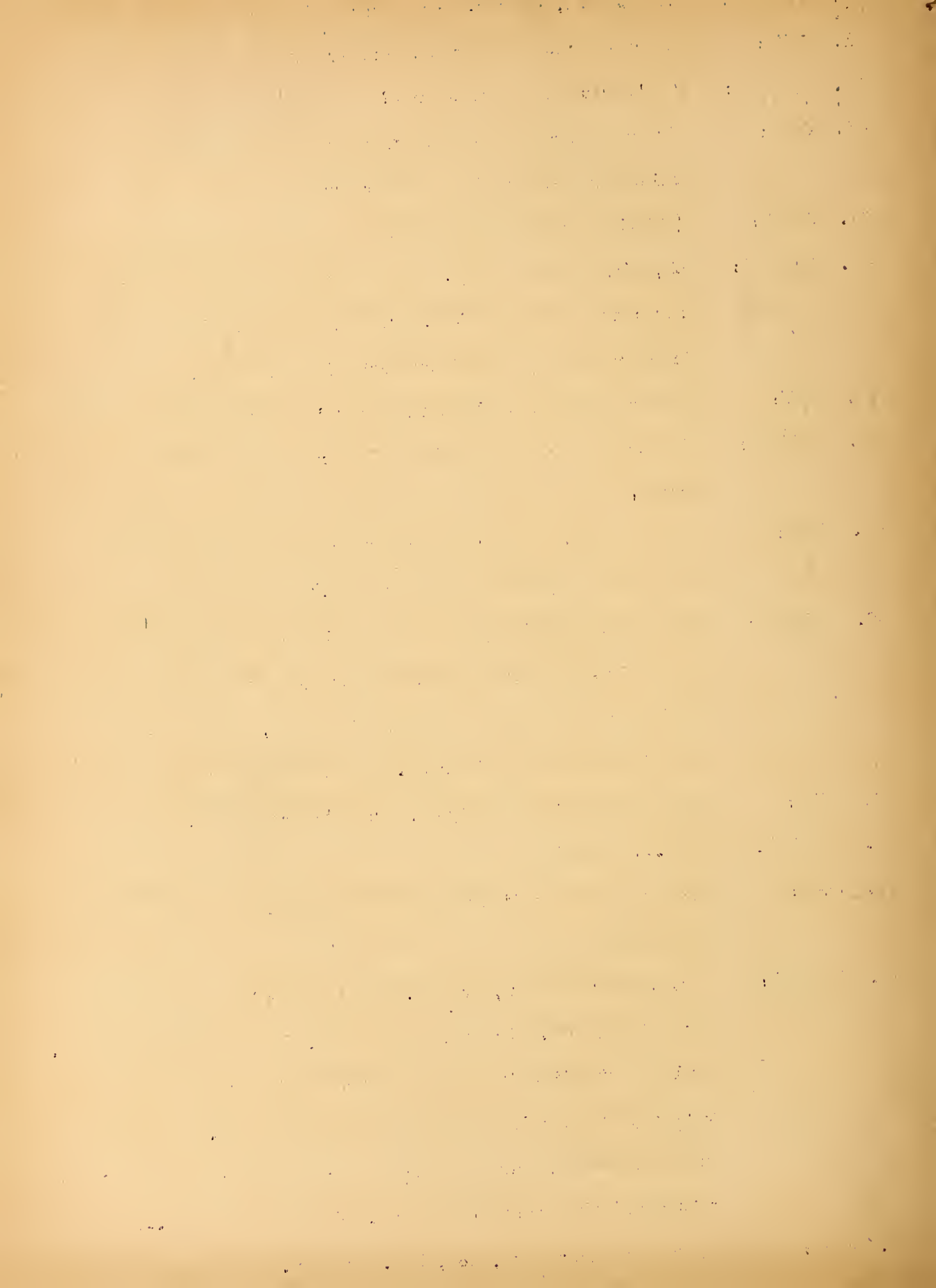
28. FREYMAN: First...we go up to the front door. No, no...don't touch the door knob! The door opens by itself...with an electric eye.
29. JOHN: (PAUSE) Quite a startling effect...I will say!
30. FREYMAN: Of course the electric eye can be shut off and the door can be locked, too, Johnny. Now...inside. See...big, wide, spacious rooms. And look Johnny, these walls are removable.
31. JOHN: How do you mean, "removable"?
32. FREYMAN: If you get tired of the size of the room...just take down the portable walls and change things around.
33. JOHN: Bewildering, my dear Mrs. Freyman...now what?
34. FREYMAN: Well, don't you notice how clean and spotless everything looks?
35. JOHN: You must have just dusted.
36. FREYMAN: No indeed, I don't dust. My Precipitron does it all for me.
37. JOHN: Are you ever dreaming? What's a Precipitron?
38. FREYMAN: Well, it's a sort of electronic device...I mean, it just simply knocks all the dust out of the air. Dust just disappears. And the air conditioning helps keep the place a pleasant temperature too.
39. JOHN: Oh...now we've got air conditioning.
40. FREYMAN: Why certainly. Now come on in here...No, no, don't touch the door...see it opening.
41. SOUND: (FOOTSTEPS)
42. JOHN: If you don't mind, Mrs. Freyman...your dream house makes me feel a little errie. Somehow, I like to open my own doors.
43. FREYMAN: You're so old fashioned, Johnny. Look!
44. JOHN: What's all that colored stuff in the walls?
45. FREYMAN: That's pretty, isn't it. See the walls are hollow glass...and inside, well...there's a sort of smoky air circulating around. I turn on the light switch...
46. SOUND: (SWITCH)



- FREYMAN (cont.) ...and the cloudy air turns different, beautiful colors! You know, colored walls to fit your mood. For instance...if you're blue...
47. SOUND: (SWITCH)
48. JOHN: Hey...turn it off...what a color!
49. FREYMAN: You'll learn to like it, Johnny. Now in some rooms I have wallpaper that glows in the dark...you can find your way around with the lights out.
50. SOUND: (FOOTSTEPS)
51. FREYMAN: And look here, Johnny. The kitchen!
52. JOHN: Oh my...I can see what's coming. Your idea of a "dream kitchen" must be a snazzeroo! Now wait...there's no door to the kitchen at all.
53. FREYMAN: Well you could put one on. But frankly, I don't like a door between my kitchen and the other rooms. I like to see and talk to people while I'm cooking.
54. JOHN: I'd hate to be here the night you're cooking fish and cabbage! You'd know it all over the house.
55. FREYMAN: Oh, Johnny...that matter of kitchen odors is all taken care of. See...down here on the door sill...this narrow opening in the floor.
56. JOHN: Oh yes...an open slit! What's that for?
57. SOUND: (SLIGHT HISSING)
58. FREYMAN: Well...I turn on a little hidden valve here by the door...and lo and behold! A sheet of air blows up from the door sill. It makes a regular door out of wind. You can see through it and walk through it. Yet it keeps all the kitchen odors inside the kitchen.
59. JOHN: Just hold onto your skirt when you walk through that door. A door out of wind...imagine!



60. FREYMAN: (LAUGH) Oh, Johnny. Come on and look at the rest of the kitchen.
61. JOHN: Wheew! What a Hollywood version of the kitchen to come.
62. FREYMAN: Don't you adore it, Johnny?
63. JOHN: You need a course in engineering to operate it. What's that thing that looks like a dashboard?
64. SOUND: (BANGING OF OVEN DOORS ETC.)
65. FREYMAN: Oh, I'm proud of that. See, everything's built into one...cooking units, refrigerator, freezing unit... Look, this vertical broiler can cook steak on both sides at once.
66. JOHN: Oh come now, Mrs. Freyman. There's such a thing as going too far.
67. FREYMAN: In fact, I can cook a whole dinner in a few minutes with radio waves.
68. JOHN: I can imagine your calling..."Sit down to the table, everybody. I'm going to start cooking dinner."
69. FREYMAN: (LAUGH) Why not? Now the best thing about this kitchen is that it doesn't look kitchen-y...if you get what I mean. You can conceal everything by closing little doors, and use the kitchen for a living room or a playroom. How about that?
70. JOHN: Well now that's very fancy, Mrs. Freyman...but...
71. FREYMAN: What...Johnny?
72. JOHN: Just when do you figure on getting all these contraptions you're imagining?
73. FREYMAN: Why...after the war, Johnny. And I haven't even started showing you things, yet. For instance, well, I read this somewhere. I would be standing in the kitchen and I see through a television screen that there's someone at the front door. I say something in a certain tone and the sound of my voice clicks an electronic switch and the front door opens. Just by my voice...
74. JOHN: Oh for goodness sake, now, Mrs. Freyman!



75. FREYMAN: Then as he comes in, this visitor is automatically showered with invisible ultra-violet rays...which kill any germs or bacteria. Then, Johnny...
76. JOHN: You have a wild imagination, Mrs. Freyman.
77. FREYMAN: Nonsense! It's all been invented...then Johnny...
78. SOUND: (POLICE WHISTLE...LONG AND LOUD)
79. MACK: O.K. lady, O.K. You've said enough. Come along with me.
80. FREYMAN: What? Who are you? Where did you come from?
81. JOHN: Wait now, Mrs. Freyman...he isn't a policeman.
82. FREYMAN: He had a whistle. He must be a plainclothes man.
83. MACK: No, lady, I'm a plain-house man. Or a plain talk man...you might say. I represent a lot of worried hice all over America.
84. FREYMAN: Worried hice! What for goodness sake are "hice"?
85. MACK: Hice! You don't say "mouses" when you mean "mice", do you? Well, I don't say "houses". O.K. Now, as I was saying, these hice have a lot to worry about. From people like you in particular.
86. FREYMAN: What's wrong with me in particular? I was simple showing my friend, Johnny a house of the future...for immediately after the war.
87. MACK: Sure, I know, I know. I hung around here not saying anything, until you started the stuff about the fellow coming in and gettin an ultra violet shower...then I decided..
88. FREYMAN: But I looked it up'. It's absolutely true!
89. MACK: Sure it's true. It's a new invention. But you aren't going to have it right after the war...neither am I...nor anybody I know...not yet.
90. FREYMAN: Well...I was just telling Johnny...



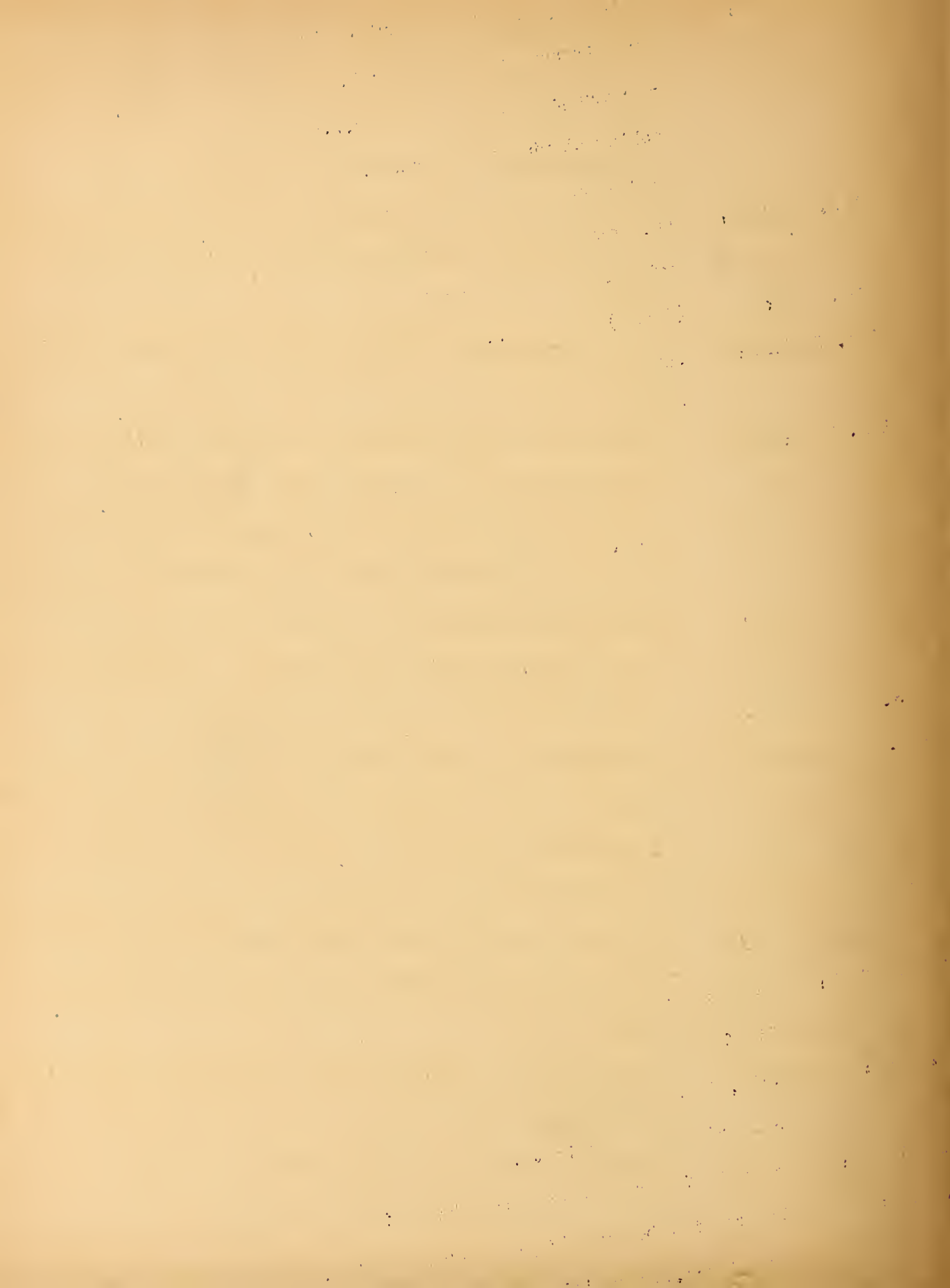
91. MACK: You forget, lady, you're on the air, coast to coast. Suppose a thousand ladies were to walk into their hardware stores today and say "gimme a dozen electric eyes, I'm tired of opening doors." Then what would this storekeeper do.
92. FREYMAN: But I said it is the house of tomorrow.
93. MACK: Sure. And it all may come true. In a few years. But what I'm on the scene for is to give you a little tip-off on what you're going to be able to walk right out and get in a very few months after the war. O.K.?
94. JOHN: I'd sure like to hear the truth about that, sir.
95. MACK: Just call me Mack. Now first off...
96. FREYMAN: Don't tell me I can't have my little streamlined kitchen with everything built in.
97. MACK: Well, Mrs. Freyman, that's one thing you have a fair chance of getting after the war. The new kitchen will be compact and scientifically built.
98. FREYMAN: For instance...
99. MACK: Well, say, you have this long counter built along the wall, under a big window. Instead of just one refrigerator, you may have different refrigeration compartments built in along the counter.
100. FREYMAN: And a built-in stove?
101. MACK: Yes...with the burners sort of distributed along the counter, let's say. And a vertical broiler. You were talking about that one.
102. FREYMAN: A pressure cooker, too, maybe?
103. MACK: Certainly. A good deep one built right in the counter.
104. JOHN: Mrs. Freyman was talking about a thing like a dashboard full of knobs and indicators...built in her kitchen.



105. MACK: Well, you'll have cooking controls built in. Probably look like a dashboard, yes. You'll even have a built-in dishwasher and sterilizer. You'll be able to turn water off and on by foot-pedals...too.
106. FREYMAN: Oh...wonderful.
107. JOHN: Now tell me...how about this business of wallpaper that lights up at night...and doors that open themselves?
108. MACK: Well, you see, this is the point...about those things. They've been invented, all right. But they're mostly just inventions, so far. Lots of 'em would be just plain too expensive...and then too, lots of people just won't want a gadgety house. And anyhow they wouldn't be available.
109. JOHN: I'm all for a simple house myself.
110. MACK: Most people are, so far. They just aren't going to jump in and get a house full of crazy inventions. These'll come gradually. But the idea is...a home you can afford...a practical house.
111. FREYMAN: How about these movable walls I was telling Johnny about?
112. MACK: Well, first off, some pretty wonderful things have been done with prefabricated houses.
113. FREYMAN: I've heard that someday you'll be able to trade in your house just like a car...and get a new model. It's prefabricated...and they just take down your first house, carry it away, and put up a new one.
114. MACK: That's a feasible idea...for the future.
115. JOHN: Yes, and they say, too, that if you want another room or so, just call up the factory and they'll come out and hook one on.
116. MACK: Some houses will be built like that, yes.
117. FREYMAN: And how about this. I heard they are making bathrooms out of plastic...stamping them out in one piece at the factory.



118. MACK: Yes, they are experimenting with that. Prefabricated houses are already in mass production, for war workers. Five or six men can put one up in a day...a good sturdy one. Now you were asking about movable walls. Soon these buildings will be made so you can easily change the walls around.
119. FREYMAN: Oh, Johnny, that's what I want. Just think...every Saturday, not only move the furniture around...but move the walls too.
120. JOHN: (GROAN) Ooooh me.....
121. FREYMAN: And how about this. How about furnaces the size of a waste basket?
122. MACK: There you go dreaming again. New furnaces are being made smaller and someday, they may get down to a very small size. Insulation is better nowadays, and it's easier to heat a house. A few inches of the new insulation is as effective as a stone wall several feet thick. But...don't expect to be able to carry a furnace around under one arm...not for a while yet.
123. JOHN: I've heard that houses won't have basements.
124. MACK: The tendency is definitely away from cellars now. There just doesn't seem to be much use for them.
125. JOHN: But the furnace...where does it go?
126. MACK: Well, since furnaces will be smaller, cleaner, and more efficient, a small furnace room on the main floor will suffice.
127. FREYMAN: Now just in general...what will post-war houses really look like?
128. MACK: Well, there will probably be fewer rooms...but much larger ones. And probably no attics...
129. FREYMAN: No attics? How can you store things?
130. MACK: Closets will be much bigger, for one thing. And here's another convenience...there'll be lots more built-in furniture.



131. FREYMAN: I see...now what about this? I was telling Johnny that I wanted air conditioning in my house.
132. MACK: The most practical air conditioning which will be available not very long after the war...will be single air-cooling units for individual rooms. You can count on having those.
133. FREYMAN: Good. Now go on...what else will be new in post-war houses?
134. MACK: Well, there'll be bigger windows to take more advantage of sunlight.
135. FREYMAN: Like solar heating? Heating your house from the sun? How about that?
136. MACK: Many solar houses have already been built in various parts of the country. So have solar schools and hospitals. When a solar house is correctly built, it does cut down on fuel bills, and of course all that sunlight keeps things cheery and bright.
137. JOHN: That is interesting...
138. MACK: And speaking of glass...have you heard of the "air conditioned glass sandwich"?
139. FREYMAN: Goodness, no! What's that?
140. MACK: Well it's a new windowpane insulation...two panes of glass, hermetically sealed, with dehydrated air space between the panes.
141. JOHN: That must be good insulation.
142. MACK: It is...A real fuel saver. And saves putting up storm windows, too! Want to hear more?
143. FREYMAN: You bet we do.
144. MACK: Well, there are rust-proof window screens...so flexible that you can roll them up and put them away when they're not in use.
145. JOHN: Now that sounds like a practical improvement.



146. MACK: Yes, Johnny...the important thing about the post-war house will be its simple practicality. Now here's something else...it looks as though frame houses will be built of fireproofed lumber now, so it's resistant to decay, termites, and fire.
147. JOHN: Well, I must say it's good to hear the real story on what kind of houses we'll expect after the war.
148. FREYMAN: (WISTFUL) I suppose I can wait, Johnny...for things like a Preciptron to dust my house, and Electronics to cook dinner.
149. MACK: Well those things are something to look forward to some day. And now I've got to run.
150. JOHN: Wait a minute...don't rush off...
151. FREYMAN: I've lots more things I want to ask you.
152. MACK: Sorry, but I just overheard a lady telling her husband she wanted a kitchen where she could cook dinner by just waving her hand. I gotta get right over there and tell them about post-war houses.
153. FREYMAN: But wait...before you go...I want to hear more about...
154. MACK: (GOING OFF...PROJECTING) I'll tell you what! Read the article called "House With a Future" in this month's issue of "Consumers' Guide". (FADING) See you later...
155. FREYMAN: "Consumers' Guide". I guess all of our listeners will want a copy of that this month.
156. JOHN: Well, it's theirs free...and by fortunate coincidence, here comes George Sandofer with his walkie-talkie, to tell about it.
157. SANDOFER: Friends, this month's issue of Consumers' Guide containing the informative article "House With A Future" is offered free to CONSUMER TIME listeners. Simply send your name and address to CONSUMER TIME, Washington 25, D. C. (MORE)



SANDOFER (cont.) If you're making plans for a new home...if you're wondering what will be available to home builders after the war...be sure to read "House With A Future" in Consumers' Guide. The article tells the true story of what kind of house you may look forward to, when you start to make your plans...what new inventions will be on the market and what will not be available. It also tells what provisions will be made for financing your house. So... before you make any plans for your new post-war house, send for the free copy of Consumers' Guide, containing the article "House With A Future". Simply mail your name, address, and the name of the station to which you are listening...to CONSUMER TIME, Washington 25, D. C.

158. JOHN: Thank you, George. And now, Mrs. Freyman, I guess we got "told" on just what will...and what will not be available for our post-war house.

159. FREYMAN: Looks as though we have to wait a while for some of the more fantastic inventions. (SIGH) Though I do like the idea of just pushing buttons and having things happen.

160. JOHN: Well, right now, why not just automatically push a button and tell what we're going to do next week on CONSUMER TIME.

161. FREYMAN: Well, Johnny, next week we're going to listen in on a fascinating story. The story of how our fighting men in the South Pacific Islands actually grow their own food. Mr. Knowles Ryerson, of the U. S. Department of Agriculture went to the South Pacific to help get an agricultural program started for the soldiers there. And he's going to tell us all about it.

162. JOHN: And we'll also hear from some of the boys who have just returned from the South Pacific...boys who have actually had Victory Gardens in the jungle.



163. JOHN: There'll be plenty of drama in this story...so be sure to listen again next week to another edition of....
164. SOUND: CASH REGISTER...MONEY IN TILL
165. ANNCR: CONSUMER TIME!
166. SOUND: CASH REGISTER
167. JOHN: How your money buys a living in wartime.
168. SOUND: CASH REGISTER...CLOSE DRAWER.
169. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

